

COMMUNITIES UNITED FOR POLICE REFORM

JOB POSTING: DIRECTOR OF COMMUNICATIONS

Application Deadline: Priority will be given to applicants who apply by February 25, 2022.

[Communities United for Police Reform \(CPR\)](#) is an unprecedented campaign to end discriminatory policing practices in New York, and to build a lasting movement that promotes public safety and reduces reliance on policing. CPR runs coalitions of over 200 local, statewide and national organizations and has won significant organizing, policy and litigation victories since being launched in 2012 – including the June 2020 repeal of New York state’s infamous police secrecy law (“50-a”).

Position Summary: The Director of Communications develops, implements and oversees a multi-tiered strategic communications plan to ensure the campaign integrates strategic communications into every aspect of its work, and expands CPR’s reputation as a leading voice in movements for social justice and police accountability. The Director of Communications leads and oversees CPR’s traditional media/media relations strategies, digital/online/social/mobile strategies, publications, and grassroots communication strategies.

Position Reports to: Executive Director

PRIMARY RESPONSIBILITIES

Traditional Media/Media Relations (50%) – Work with relevant staff, members, partners and consultants to ensure consistent media coverage of CPR and ensure that CPR’s goals and priorities are advanced through traditional media outlets, including:

- Develop and manage annual and monthly calendar of story placements, media events, releases and communication strategy rollouts.
- Develop, pitch, and place news stories, op-eds and rapid response statements
- Cultivate and maintain relationships with key reporters covering the NYPD, city and state politics, and national racial/gender/LGBT/economic justice and police accountability issues
- Develop relationships with editorial boards, including conducting outreach, producing editorial board memos, and other efforts to secure editorials
- Create and maintain talking points on campaign priorities/issues for relevant staff, members and partners
- Manage and leverage CPR’s Communications Affinity Group, consisting of communications staff of campaign member organizations

Online and grassroots media (25%) – Oversee CPR’s online assets, digital and grassroots media organizing, and email marketing to promote campaign goals, key events, issue education and fundraising efforts, including:

- Supervise other communications staff and consultants, including those who manage and create content for digital platforms, social media channels and e-communications
- Oversee the development and implementation of digital, email, mobile and grassroots/advocacy-based communication strategies to advance CPR’s campaign goals and priorities.
- Work with relevant staff, members, and consultants to draft and produce key fact sheets, documents, infographics, and publications.

Spokespeople & Member Support (15%) – Work with relevant staff to prepare CPR media spokespeople, as well as prepare key partners to represent particular areas of the campaign. This includes:

- Spokesperson prep for media interviews and work with staff, relevant members and partners to ensure that CPR has a diverse pool of spokespeople able to speak effectively about our priorities
- Coordinate annual communications and media spokesperson trainings for CPR members
- Provide limited consultation to CPR members on their communications work on key CPR priority areas

Other Responsibilities (10%)

- Participate in resource development activities, including fundraising appeals and asks.
- Share infrastructure/administrative responsibilities with other staff; participate in staff and other campaign meetings, as requested.

Qualifications & Skills of Ideal Candidate

- **Passion for/knowledge of police accountability issues** and demonstrated commitment to the vision and values of CPR. Commitment and demonstrated experience working with diverse directly-affected communities including: communities of color, low-income people, youth, LGBTQ people, homeless people, immigrants, women, and people with disabilities.
- **At least 5 years of experience developing and leading successful multi-tiered communication strategies, preferably for advocacy-based and/or political campaigns** (e.g. policy reform, community organizing, and/or civic engagement campaigns); understanding of and experience working with coalition models.
- Familiarity and experience with NYC and NYS political and social justice movement landscape preferred.
- **Proven track record of cultivating relationships with key reporters** to secure positive and prominent media coverage of key issues and spokespeople.
- **Excellent writing and editing skills**, with demonstrated ability to analyze issues, think strategically, and communicate complex issues clearly through a variety of media-related materials and in newsworthy sound bites; ability and track record of writing well, quickly, and within deadlines.
- **At least 3 years of experience supervising** staff, consultants, interns, volunteers.
- **Strong interpersonal, coaching and team skills** with demonstrated experience developing media spokesperson skills of grassroots leaders; ability to understand and act on complexities of group/coalition dynamics; proven ability to help lead committees towards results
- **Strong understanding of and experience with developing branding, online engagement** and managing a variety of **social media and advocacy-based media platforms**.
- **Excellent organizational skills:** creative, results and detail-oriented, excellent judgement and able to manage and prioritize multiple responsibilities within deadlines.
- Spanish language proficiency and familiarity with Spanish language press, strongly preferred.

Compensation and Schedule: Full-time salaried position, located in NYC, with generous benefits package (including health, vision, dental, paid time off, and commuter benefits). Current annual salary range is \$85K - \$90K, based on experience and qualifications. Most work is expected to be during business hours, but schedule varies based on priorities and activities of the campaign, and will require working evenings and weekends, as needed.

How to apply: Please send your cover letter, resume and 2 relevant work samples to jobs@changethenypd.org. Include *Director of Communications* in email subject line. Applications accepted until the position is filled; however, preference will be given to applications received by 2/25/2022.

Communities United for Police Reform (CPR) is an Equal Opportunity Employer and does not discriminate on the basis of race, creed, sexual orientation, gender identity, age, ethnicity, national origin, religion, or disability. Please be advised that we can only respond to those we intend to interview. For more information about CPR, please visit our website at www.changethenypd.org